

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application Of: )  
 )  
Theodore J. BOWERS *et al.* ) Group Art Unit: 2137  
 )  
Application Number: 09/902,612 ) Examiner: Kevin R. SCHUBERT  
 )  
Filed: July 12, 2001 ) Confirmation No.: 1294  
  
For: SYSTEM AND METHOD FOR PROVIDING  
DISCRIMINATED CONTENT TO NETWORK USERS

MAIL STOP AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**AMENDMENT / RESPONSE**

Sir:

In response to the Non-Final Office Action dated March 2, 2007, Applicants respectfully request favorable reconsideration of the above-identified patent application in view of the following remarks, which are believed to place the above-identified patent application in condition for allowance.

- **Amendments to the Claims** begin on page 2.
- **Remarks** begin on page 7.